

Forest Stewardship Council

In January 2007, SOS Print & Media Group was certified with the Forest Stewardship Council Certification (FSC) and Chain of Custody (COC).

The printing industry is a primary user of paper, which has a significant impact on the quantity of timber fibre used. The improper manufacture and processing of paper stock and various printing processes can effect the environment.

The FSC was established in 1992 leading up and following the Earth Summit in Rio de Janeiro. Their objective is to encourage the practice of sustainable forestry worldwide. The FSC set forth principles, criteria and standards that span economic, social and environmental concerns. FSC standards represent the world's strongest system for guiding forest management toward sustainable outcomes.

To assess forest management using FSC principles, criteria and standards, the FSC appoint independent third party certification bodies. This allows the FSC to remain outside of the assessment process adding further to the integrity of the standards system.

The objective of the FSC certification is to identify and recognise responsible forest management, to provide tracing methods to ensure the timber from managed forests are handled to the finished goods stage in a controlled and responsible manner.

The Chain-of-custody (COC) is the path taken by raw materials harvested from an FSC certified source through processing and manufacturing, printing and distribution until it is a final product. Chain-of-custody certification primarily applies to manufacturers and others who process or convert forest products.

ie. A FSC certified magazine can be traced back to the printer, through to the paper merchant, through to the pulp and paper mill and then to the forest of origin.

SOS Print & Media Group achievement of this certification provides their customers with the confidence in knowing that they can adequately manage environmentally controlled paper stock through to finished printed goods.

Director Bob Gardner states, "We are committed to being environmentally responsible. We actively pursued this and are proud to have received this certification. Carrying the FSC certification on your printed products tells the world that you support the highest social and environmental standards".

SOS Print & Media Group makes every effort to influence their customers to use environmentally friendly paper and consumables. Customers who purchase FSC certified paper contribute to forest conservation and responsible management, which not only benefits the environment in the long term but also the communities reliant on this industry.

The FSC system offers 2 types of certification to companies involved in the forest products industry:

1. Forest Management certification (FM)
2. Chain of Custody certification (COC)

A minimum of 30% FSC pulp must be used to gain certification by accredited certification bodies.